A STUDY ON PUBLIC HEALTH CARE SERVICES IN MADURAI DISTRICT

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Abstract:

The public health care services is a most essential sector in Tamil Nadu it's service are particularly speed and high quality of service may be expectation of the patient, SCs (Sub Centre's), PHCs(Primary health centre's), CHCs(Community Health Centre's) District Head Quarters Government Hospital ,Government Medical College cum Hospital there is five hospitals of the district And at the same time private healthcare services is secondary health sector of our state. So I feel that sector will be concentrate one. In this my assumption. The main focus of the study is to measure the patient satisfaction in health care service provided by the public hospitals.

Key words: Hospital, satisfaction, Health Care, SERVQUAL, Patient

Introduction

In competitive world, the service economy grows faster, so marketer need to know more about marketing service product and they need more professional approach since services are intangible product. Service quality and patient satisfaction are closely related. Service is an attitude formed by a long term overall evaluation of a hospital's performance. A survey of opinion of patient' regarding the health care service provide by hospital is one of the main tools to measure the quality of service. Nowadays, the patients' satisfaction is an integral part of hospital management across the world. It has been accepted that the effectiveness of health care depends on the patients satisfaction with the service provide by the hospitals. Supporting this vie , many studies have been conducted and concluded that satisfied patients would only follow the advice given by the doctors , follow the information provided by the doctors and would continue using the service provided by the hospitals.

Patient satisfaction with health care services is considered to be paramount importance with respect to quality improvement programs from the patient's perspective, total quality management, and the expected outcome of care. Within healthcare industry, patient satisfaction has emerged as an important component and measure of the quality of care . Customer satisfaction appears to the major device in order to take critical decisions in the healthcare services .Therefore, service providers, as a matter   of fact take the satisfaction of customers in to account as a main goal of the strategies of their firms.

Nowadays, as people need to live without any illness, quality healthcare is crucial to any health system anywhere in the world. Many researchers have suggested that quality health care service is ability to meet the patient expectation. According to Naidu, healthcare is by its nature a credence purchase product. That is, because of the level of technical expertise required for one to be able to assess healthcare service as "all characteristics of the services related to its ability to satisfy the given needs of its customers".

Thus the credence in the public healthcare facilities can be judged with much more precision. The main dimensions of healthcare are i) a technical dimension with are actually the core services provided and ii) a process or functional dimension (which is how the service is provided). To gauge these dimension, Parasuraman et al. suggests the use of a SERVQUAL Model.

Objective of the study

The objective of the study is,

- To study patient's satisfaction towards the quality of services offered in government hospitals in Madurai District of Tamil Nadu.
- To find out relation between perceived quality of services and patient satisfaction.
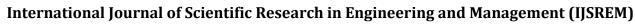
Methodology

Stratified multistage proportionate random sampling technique has to adopted for the study taking Madurai district as the universe, the block as the stratum , the village as the primary health centre as the head .

Area of study

The study covers ten hospitals viz. Government Taluk Hospitals

1. Madurai North
2. Madurai South
3. Madurai East

4. Madurai West

5. Melur

6. Usilampatti

7. Peraiyur

8. Thirumangalam

9. Thiruparankundram

10. Vadipatti

11. Kalligudi

Revenue administration /Madurai district/government of Tamil Nadu

A sample of 275 in patients (each having 25 samples) is to measures selected

The patient's satisfaction of service quality. Only the primary data were collected from in patient of the 10 hospitals by using servqual model. It consists and the other the perceptions of the patients. Based on the theoretical knowledge gained by the researcher while surveying the literature, the null hypothesis has been formulated for the study such as "There exist no significant relationship between hospitals and the level of satisfaction". Further , the patients satisfaction is calculated using the Donabedian's frameworks as the guiding principle, viz., The following 16 primary service quality sentinels covering all the principal attributes of hospital services, viz.,

Catering

- Menu
- Food quality

Hospital environment

- Furniture
- Cleanliness
- General presentation

Professional and technical quality

- Nursing care
- Medical care
- Apparatus used

Patient amenities

- Comfort
- Privacy
- visiting hours

Serve personalization

- Confidentiality
- Information is given
- Personal attention

Accessibility

- Waiting list
- Stay length

Table 1.1

The Gender variation of respondents

Sl. No	Particulars	No of respondents	Percentage
1	Male	150	54
2	Female	125	46
	Total	**275**	**100**

Source: Primary Data

The above table indicates that out of 150 respondents 54% of the respondents are male and remaining 46% are female. The majority of the respondents are Male (54%)

Table 1.2

Annual incomes of the respondents

S. no	Annual income	No of respondents	Percentage
1	Rs.50,000	100	36.4
2	Below Rs.50,000	75	27.3
3	Rs.1,00,000	50	18.2
4	Above Rs.1,00,000	40	14.5
5	Rs.1,50,000to 2,00,000	10	3.6
	Total	275	100

Source: Primary Data

Above the Table reveals that 36.4% of the Respondents are getting Rs.50,000,27.3% of them are getting below Rs.50,000 ,18.2% of them are getting Rs.1,00,000,14.5% of them are getting above Rs.1,00,000 ,3.6% of them are getting between Rs.1,50,000 -2,00,000.

Table 1.3

Catering facility- food quality

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	90	32.7
2	Satisfied	80	29.10
3	Neutral	70	25.5
4	Dissatisfied	35	12.7
	Total	275	100

Source : Primary data

Above table reveals that, 32% of the respondent are highly Satisfied, 29.1% of them are Satisfied, 29.10% of them are Neutral And12.7% of them are Dissatisfied.

Table 1.4

Hospital Environment –Furniture

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	100	36.4
2	Satisfied	80	29.1
3	Neutral	60	21.8
4	Dissatisfied	35	12.7
	Total	275	100

Source: Primary data

Above table reveals that, 36.4% of the respondent are highly Satisfied, 29.1% of them are satisfied, 21.8% of them are Neutral And12.7% of them are Dissatisfied

Table 1.5

Hospital Environment -Cleanliness

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	95	34.5
2	Satisfied	85	30.9
3	Neutral	69	25.1
4	Dissatisfied	26	9.5
	Total	275	100

Source: Primary data

Above table reveals that, 34.5% of the respondents are highly satisfied, 30.9% of them are Satisfied, 25.1% of them are Neutral And9.5% of them are Dissatisfied.

Table 1.7

Professional and technical quality – Nursing

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	120	43.6

2	Satisfied	90	32.7
3	Neutral	50	18.2
4	Dissatisfied	15	5.5
	Total	275	100

Source: Primary data

Above table reveals that, 43.6% of the respondents are highly satisfied, 32.7% of them are satisfied, 18.2% of them are Neutral And5.5% of them are dissatisfied.

Table 1.8

Professional and technical quality – Medical care

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	105	38.2
2	Satisfied	92	33.5
3	Neutral	60	21.8
4	Dissatisfied	18	6.5
	Total	275	100

Source: Primary data

Above table reveals that, 38.2% of the respondents are highly satisfied, 33.5% of them are Satisfied, 21.8% of them are Neutral And6.5% of them are Dissatisfied.

Table 1.9

Patient Amenities – Comfort

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	110	40
2	Satisfied	90	32.7
3	Neutral	60	21.8
4	Dissatisfied	15	5.5
	Total	275	100

Source: Primary data

Above table reveals that, 40% of the respondents are highly satisfied, 32.7 % of them are satisfied, 21.8% of them are Neutral And5.5% of them are Dissatisfied.

Table 1.10

Patient Amenities – Privacy

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	92	33.5
2	Satisfied	85	30.9
3	Neutral	75	27.3
4	Dissatisfied	23	8.4
	Total	275	100

Sources : primary data

Above table reveals that, 33.5% of the respondents are highly satisfied, 30.9 % of   them are Satisfied, 27.3% of them are Neutral And8.4% of them are Dissatisfied.

Table 1.11
Patient Amenities – visiting hours

S. no	Particulars	No. of Respondents	
1	Highly Satisfied	98	35.6
2	Satisfied	82	29.8
3	Neutral	78	28.4
4	Dissatisfied	17	6.2
	Total	275	100

Source: Primary data

Above table reveals that, 35.6% of the respondents are highly satisfied29.8% of   them are satisfied, 28.4% of them are Neutral And6.2% of them are Dissatisfied.

Table 1.12

Serve Personalization – Confidentiality

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	96	34.9
2	Satisfied	80	29.1
3	Neutral	70	25.5
4	Dissatisfied	29	10.5
	Total	275	100

Source**:** Primary data

Above table reveals that, 34.9% of the respondents are highly satisfied 29.1% of   them are satisfied, 25.5% of them are Neutral And 10.5% of them are dissatisfied.

Table 1.13

Serve Personalization – Information is given

S. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	100	36.4
2	Satisfied	90	32.7
3	Neutral	80	29.1
4	Dissatisfied	5	1.8
	Total	275	100

Source**:** Primary data

Above table reveals that, 36.4% of the respondents are highly satisfied 32.7% of them are satisfied, 29.1% of them are Neutral And 1.8% of them are dissatisfied.

Table 1.14
Accessibility-Waiting list

Sl. no	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	85	30.9
2	Satisfied	80	29.1
3	Neutral	77	28
4	Dissatisfied	33	12
	Total	275	100

Source**:** Primary data

Above table reveals that, 30.9% of the respondents are highly satisfied 29.1% of them are satisfied, 28% of them are Neutral And 12% of them are dissatisfied.

Table 1.15

Accessibility-Stay length

S. No	Particulars	No. of Respondents	Percentage
1	Highly Satisfied	105	38.2
2	Satisfied	90	32.7
3	Neutral	70	25.5
4	Dissatisfied	10	3.6
	Total	275	100

Source**:** Primary data

Above table reveals that, 30.9% of the respondents are highly Satisfied 29.1% of them are Satisfied, 28% of them are Neutral And 12% of them are dissatisfied.

Correlation analysis is made for each of dimensions. In case of perceptions are higher, there will be high satisfaction and if the perception is are found lower, than will be low satisfaction. If the perception happens to be neutral

Table 1.16

Level of satisfaction between hospitals

(Figures in parentheses are percentages to total)

Hospitals	Level of satisfaction		Total
	Low	**Medium**	
Madurai north	2(8)	23(92)	25(100)
Madurai south	6(24)	19(76)	25(100)
Madurai east	4(16)	21(84)	25(100)
Madurai west	7(28)	18(72)	25(100)
Melur	9(36)	16(64)	25(100)
Peraiyur	8(32)	17(68)	25(100)
Thirumangalam	5(20)	20(80)	25(100)
Thiruparankundram	9(36)	16(64)	25(100)
Usilampatti	12(48)	13(52)	25(100)
Vadipatti	13(52)	12(48)	25(100)
Kalligudi	15(60)	10(40)	25(100)
Total	90(32.7)	185(67.3)	`275(100)

It is found that most of the patients have medium level of satisfaction i.e., 67.3% and 32.7% have low level of satisfaction in the taluk hospitals. In order to ascertain whether the level of satisfaction is found at the same in both the hospitals, Chi-square test is adopted. Table-1.17 refers the test is highly significant and hence the null hypothesis is., i.e., there is significant relationship between hospitals and the level of satisfaction.

Table 1.17

Level of satisfaction between Hospitals –Chi- Square Test

	Chi-Square Value	**Df**	**P value**	**Result**
Pearson Chi-square	**9.28**	**1**	**0.00**	**Highly Significant**

Therefore, it can be concluded that the satisfaction level varies from the taluk hospitals in Madurai District. The perceptions of service as a component of satisfaction are higher in the case of Madurai north taluk hospital as compared to other hospitals.

Perceived service quality is closely related to satisfaction .A simple correlation analysis is made for each of the dimensions In case the perceptions are higher, there will be high satisfaction and if the perceptions are found lower, then there will be low satisfaction. If the perceptions happen to be neutral, than the satisfaction is neither low nor high.
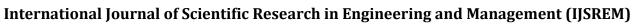
Findings

- Most 54% of the respondents are male and remaining 46% of the respondents belongs to female category.
- Majority respondents belongs to the income of 36.4% of the Respondents are getting Rs.50,000P.a,
- Majority 32%of the respondents are highly satisfied to the catering facility food quality
- Majority 34.5% of the respondents are highly satisfied to the hospital environment cleanliness
- Majority 43.6% of the respondents are highly satisfied to the professional and technical quality – nursing
- Majority 38.2 % of the respondents are highly satisfied to the professional and technical quality – medical care
- Majority 40 % of the respondents are highly satisfied to the patient amenities -comfort
- Majority 34.9% of the respondents are highly satisfied to the patient serve personalization confidentiality
- Majority 36.4 % of the respondents are highly satisfied to the patient amenities –visiting hours
- Majority 33.5 % of the respondents are highly satisfied to the patient amenities –privacy
- Majority 36.4% of the respondents are highly satisfied to the
- serve personalization information is given
- Majority 30.9% of the respondents are highly satisfied to the accessibility –waiting list
- Majority 38.2% of the respondents are highly satisfied to the accessibility-stay length

Limitations

This study was conducted in taluk hospitals in Madurai district; therefore the findings of this research may not necessarily be indicatory of the entire Tamil Nadu or the health sector. Possibly results from other places could bring different findings.

- The data was collected over a period of four months ; a longstanding study force provide possible trends involving in health care service delivery since there is periodical disease

profiles and the enforcement this causes on private hospitals in terms of service delivery differs.

- Only quantitative design was adopted for this study; it is possible that a qualitative design could provide richer data with researcher using languages other than English.

Conclusion

The level of satisfaction associated with taluk hospitals in Madurai district reveals that the satisfaction varies from among the government sector hospital. It is found that in the case of taluk hospitals in Madurai district, there is significant correlation between the perceived service and satisfaction with the respect to all dimensions excluding Tangibles dimension and hence the perception of service quality are higher than the expected service. Therefore, the result shows that the taluk hospitals in Madurai district are performing well in providing service quality according to needs of the patient

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